

ORDER



Orders
Order / Rev: 714269
Alt Order #: 06318645
Product Desc: OBAMA SCHEDULE A
Estimate: 1798
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 09/17/12 / 09/17/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	39	\$11,050.00	\$9,392.50
09/24/12	09/30/12	4	\$1,895.00	\$1,610.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	43	\$12,945.00	\$11,003.25	0.00
Totals	43	\$12,945.00	\$11,003.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	8%	\$12,945.00
Market	100%	\$161,812.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$25,890.00
WCWJ	0%	\$0.00
WJXT	24%	\$38,835.00
WTEV	24%	\$38,835.00
WTLV	28%	\$45,307.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	09/18/12	09/24/12	America This Morning	CM	430-5a	MTWT--S	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
America This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWT--S			2		\$20.00		0.00				
E 2	WJXX	09/18/12	09/24/12	GMJ Sunrise	CM	5-6a	MTWTF--	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
M-F 5-6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			2		\$60.00		0.00				
E 3	WJXX	09/18/12	09/24/12	GMJ	CM	M-F 6a-7a	MTWTF--	:30	3	\$90.00	P-3	0.00	NM	3	\$270.00
M-F 6a-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			3		\$90.00		0.00				

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WJXX	09/18/12	09/24/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			3		\$110.00		0.00				
E 5	WJXX	09/23/12	09/23/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$55.00		0.00				
E 6	WJXX	09/23/12	09/23/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$150.00		0.00				
E 7	WJXX	09/23/12	09/23/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$150.00		0.00				
E 8	WJXX	09/18/12	09/24/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	MTWTF--	:30	3	\$75.00	P-3	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			3		\$75.00		0.00				
E 9	WJXX	09/18/12	09/24/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			2		\$225.00		0.00				
E 10	WJXX	09/18/12	09/24/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM)	MTWTF--	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			2		\$60.00		0.00				
E 11	WJXX	09/18/12	09/24/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	MTWTF--	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			1		\$80.00		0.00				
E 12	WJXX	09/18/12	09/24/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			2		\$110.00		0.00				
E 13	WJXX	09/18/12	09/24/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			2		\$130.00		0.00				
E 14	WJXX	09/22/12	09/22/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$150.00		0.00				
E 15	WJXX	09/23/12	09/23/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$175.00		0.00				
E 16	WJXX	09/18/12	09/24/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MTWTF--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			2		\$275.00		0.00				
E 17	WJXX	09/18/12	09/24/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			2		\$200.00		0.00				
E 18	WJXX	09/22/12	09/22/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 18	WJXX	09/22/12	09/22/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$125.00		0.00			
E 19	WJXX	09/18/12	09/24/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTWTFSS	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTFSS		3				\$225.00		0.00			
E 20	WJXX	09/18/12	09/24/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		2				\$200.00		0.00			
E 21	WJXX	09/24/12	09/24/12	Mon Prime C CASTLE	CM	10-11p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1				\$1,500.00		0.00			
E 22	WJXX	09/18/12	09/18/12	Tue Prime Other Tue Prime Special	CM	Prime Special	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-----		1				\$1,300.00		0.00			
E 23	WJXX	09/19/12	09/19/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--W----		1				\$850.00		0.00			
E 24	WJXX	09/23/12	09/23/12	Emmy's Red Carpet Live Emmy's Red Carpet Live	CM	7-8p	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$800.00		0.00			
E 25	WJXX	09/23/12	09/23/12	Emmy Awards Emmy Awards	CM	8-11p	-----S	:30	1	\$1,050.00	P-5	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$1,050.00		0.00			
E 26	WJXX	09/22/12	09/22/12	College FB In-Game Prime College FB In-Game Prime	CM	8p-11p	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$2,500.00		0.00			
Totals													43	\$12,945.00	